

ORDER



Orders
Order / Rev: 69358
Alt Order #: /Brad
Product Desc:
Estimate:
Flight Dates: 11/01/12 - 11/05/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: Presidential Elections
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	87	\$47,285.00	\$40,192.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	87	\$47,285.00	\$40,192.25	0.00
Totals	87	\$47,285.00	\$40,192.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	28%	\$47,285.00
Market	100%	\$168,875.00

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	72%	\$121,590.00
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WHP	11/01/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	M- TF--	:30	2	\$60.00	P-2	0.00	NM	2	\$120.00
E 2	WHP	11/01/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	M- TF--	:30	2	\$60.00	P-2	0.00	NM	2	\$120.00
E 3	WHP	11/01/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	M- TF--	:30	2	\$120.00	P-2	0.00	NM	2	\$240.00
E 4	WHP	11/01/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	M- TF--	:30	2	\$120.00	P-2	0.00	NM	2	\$240.00
E 5	WHP	11/01/12	11/05/12	CBS This Morning CBS This Morning	CM	7a-9a	M- TF--	:30	4	\$75.00	P-2	0.00	NM	4	\$300.00
E 6	WHP	11/01/12	11/05/12		CM	9a-11a	----S-	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00

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CBS This Morning Saturd: Saturday Early Show															
E 7	WHP	11/01/12	11/05/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	M--TF--	:30	4	\$220.00	P-2	0.00	NM	4	\$880.00
E 8	WHP	11/01/12	11/05/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	M--TF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
E 9	WHP	11/01/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	M--TF--	:30	4	\$195.00	P-2	0.00	NM	4	\$780.00
E 10	WHP	11/01/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M--TF--	:30	4	\$275.00	P-2	0.00	NM	4	\$1,100.00
E 11	WHP	11/01/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M--TF--	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
E 12	WHP	11/01/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M--TF--	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
E 13	WHP	11/01/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M--TF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
E 14	WHP	11/01/12	11/05/12	CBS Evening News CBS Evening News	CM	630p-7p	M---F--	:30	1	\$1,000.00	P-2	0.00	NM	0	\$0.00
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WHP 11/01/12-11/05/12 CBS Evening News 630p-7p M---F--- :30 (\$1,000.00) 0.00 NM See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9 [Preempted by NSM]															
E 15	WHP	11/01/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M--TF--	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
E 16	WHP	11/01/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M--TF--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
E 17	WHP	11/01/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M--TF--	:30	4	\$325.00	P-2	0.00	NM	4	\$1,300.00
E 18	WHP	11/01/12	11/05/12	Letterman Letterman	CM	1135p-1235a	M--TF--	:30	4	\$140.00	P-2	0.00	NM	4	\$560.00
E 19	WHP	11/01/12	11/05/12	Late Late Show Late Late Show/Ferguson	CM	1235a-135a	M--TF--	:30	2	\$35.00	P-2	0.00	NM	2	\$70.00
E 20	WHP	11/01/12	11/05/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M-----	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
E 21	WHP	11/01/12	11/05/12	Thu Reg 1 Thu 8p-9p	CM	8p-9p	---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
E 22	WHP	11/01/12	11/05/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	1	\$575.00	P-2	0.00	NM	0	\$0.00
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WHP 11/01/12-11/05/12 Sat Reg 1 8p-9p -----Sa-- :30 (\$575.00) 0.00 NM See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9 [Program Change]															
E 23	WHP	11/01/12	11/05/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$575.00	P-2	0.00	NM	0	\$0.00
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WHP 11/01/12-11/05/12 Sat Reg 2 9p-10p -----Sa-- :30 (\$575.00) 0.00 NM See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9 [Program Change]															
E 24	WHP	11/01/12	11/05/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
E 25	WHP	11/01/12	11/05/12	SEC Day Game SEC Football Day Game	CM	Various	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
E 26	WHP	11/01/12	11/05/12	SEC Prime Game SEC Football Night Game	CM	Various	-----S-	:30	1	\$895.00	P-2	0.00	NM	1	\$895.00
E 27	WHP	11/01/12	11/05/12		CM	4:00 PM-7:00 PM	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00

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				NFL RS Game Steelers											
				NFL RS Game Steelers		(4:00 PM-7:00 PM)									
N28	WHP	11/01/12	11/05/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
N29	WHP	11/01/12	11/05/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	M--TF--	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
N30	WHP	11/01/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M--TF--	:30	2	\$325.00	P-2	0.00	NM	2	\$650.00
N31	WHP	11/01/12	11/05/12	Sa-Su 6p-630p News Rot CBS 21 News at 6p	CM	6p-630p	-----SS	:30	1	\$140.00	P-2	0.00	NM	8	\$6,540.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	11/01/12-11/05/12		Sa-Su 6p-630p News Rot See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9 [Program Change]		6p-630p	-----SaSu	:30		(\$140.00)		0.00	NM		
2	WHP	11/01/12-11/05/12		SEC Prime Game Ⓜ MG for 44.1,37.1,14.1,23.1,22.1,31.1 [MG within Flight]	Various		-----Sa--	:30		\$895.00		0.00	NM		
3	WHP	11/01/12-11/05/12		SEC Prime Game Ⓜ MG for 44.1,37.1,14.1,23.1,22.1,31.1 [MG within Flight]	Various		-----Sa--	:30		\$895.00		0.00	NM		
4	WHP	11/01/12-11/05/12		SEC Day Game Ⓜ MG for 44.1,37.1,14.1,23.1,22.1,31.1 [MG within Flight]	Various		-----Sa--	:30		\$350.00		0.00	NM		
5	WHP	11/01/12-11/05/12		SEC Day Game Ⓜ MG for 44.1,37.1,14.1,23.1,22.1,31.1 [MG within Flight]	Various		-----Sa--	:30		\$350.00		0.00	NM		
6	WHP	11/01/12-11/05/12		NFL RS Game Early Ⓜ MG for 44.1,37.1,14.1,23.1,22.1,31.1 [MG within Flight]	1p-4p		-----Su	:30		\$2,000.00		0.00	NM		
7	WHP	11/01/12-11/05/12		NFL RS Game Early Ⓜ MG for 44.1,37.1,14.1,23.1,22.1,31.1 [MG within Flight]	1p-4p		-----Su	:30		\$2,000.00		0.00	NM		
8	WHP	11/01/12-11/05/12		Late Late Show Ⓜ MG for 44.1,37.1,14.1,23.1,22.1,31.1 [MG within Flight]	1235a-135a		M--ThF----	:30		\$35.00		0.00	NM		
9	WHP	11/01/12-11/05/12		ON M-F Ⓜ MG for 44.1,37.1,14.1,23.1,22.1,31.1 [MG within Flight]	2:30 AM-5:00 AM	2:30 AM-5:00 AM	M--ThF----	:30		\$15.00		0.00	NM		
N32	WHP	11/01/12	11/05/12	Sa 1130p-1230a Sa 1130p-1230a	CM	1130p-1230a	-----S-	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
N33	WHP	11/01/12	11/05/12	Su 1130p-1230a Su 1130p-1230a	CM	1130p-1230a	-----S	:30	1	\$60.00	P-2	0.00	NM	1	\$60.00
N34	WHP	11/01/12	11/05/12	Sa 1230a-130a Sa 1230a-130a	CM	1230a-130a	-----S-	:30	1	\$35.00	P-2	0.00	NM	1	\$35.00
N35	WHP	11/01/12	11/05/12	Su 1230a-130a Su 1230a-130a	CM	1230a-130a	-----S	:30	1	\$35.00	P-2	0.00	NM	1	\$35.00
N36	WHP	11/01/12	11/05/12	Mon Reg 1 Mon 8p-9p	CM	8p-9p	M-----	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
N37	WHP	11/01/12	11/05/12	Mon Reg 3 Mon 10p-11p	CM	10p-11p	M-----	:30	1	\$2,250.00	P-2	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	11/01/12-11/05/12		Mon Reg 3 See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9 [Preempted by NSM]		10p-11p	M-----	:30		(\$2,250.00)		0.00	NM		
N38	WHP	11/01/12	11/05/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	----F--	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
N39	WHP	11/01/12	11/05/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00

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N40	WHP	11/01/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
N41	WHP	11/01/12	11/05/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
N42	WHP	11/01/12	11/05/12	NFL RS Pre Game NFL RS Pre Game	CM	12p-1p	-----S	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
N43	WHP	11/01/12	11/05/12	NFL RS Game Early NFL RS Game Early	CM	1p-4p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
N44	WHP	11/01/12	11/05/12	NFL RS Game Late NFL RS Game Late	CM	4p-7p	-----SS	:30	1	\$2,000.00	P-2	0.00	NM	0	\$0.00
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	11/01/12-11/05/12		NFL RS Game Late		4p-7p	-----SaSu	:30		(\$2,000.00)		0.00	NM		
		See MG 31.2,31.3,31.4,31.5,31.6,31.7,31.8,31.9 [Program Change]													
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